

1 December 1993

CADET RECRUITING AND ORIENTATION PAMPHLET

This pamphlet is an aid for conducting cadet recruiting campaigns at unit level.

RECRUITING TIPS

1. Organize the Campaign. Many units accept new members continuously but do not conduct organized recruiting campaigns. Instead, cadets often join the unit one at a time; when a group joins, a structured orientation program can be more easily implemented. An organized recruiting campaign should be conducted at specific times of the year to concentrate efforts and attract the largest number of cadets possible. Some units conduct their campaign in early spring to allow time to prepare cadets for summer programs. Other units conduct the campaign in early fall when vacation is over and cadets have time for extracurricular activities. Regardless of when or how often you conduct a campaign, it should be the number one priority in the unit. Before the campaign, develop a plan of action to include key personnel functions, administrative support, a recruiting officer, and a public affairs officer.

2. Campaign Publicity. Many publicity tools are available. Some common ones are:

a. Local Newspaper. Newspapers normally want to print news rather than offer free publicity. So, you should include your campaign as part of a news story concerning your unit. Don't expect a newspaper to write the story for you or to take photos. The best way to get articles and photos in your local newspaper is to prepare them yourself. CAPM 190-1, Civil Air Patrol Public Affairs Program, gives suggestions on this.

b. Radio/TV Stations. Often, radio and TV stations are willing to run public service announcements for CAP. They might even go a step further and use CAP members as talk show guests. Sample public service TV and radio spot announcements are also available from National Headquarters CAP/PAI. (Write National Headquarters CAP/PA, 105 South Hansell St., Maxwell AFB AL 36112-6332.)

c. School Publicity. The key to good school publicity is to establish a positive relationship with the principal. You must fully explain the CAP cadet program to him/her when soliciting support. Point out that CAP strongly supports academic excellence, physical fitness, and strong moral development. Also mention that CAP annually provides approximately \$40,000 in academic scholarships. The following tools can be used in schools:

(1) Put CAP recruiting posters on school bulletin boards. Obtain these posters from National Headquarters CAP/PAI. You can also use photos of CAP cadet activities, with appropriate captions, on the bulletin board.

(2) School newspaper articles. Your unit public affairs officer is a good resource for producing newsworthy articles

concerning your cadet program.

(3) Unit color guard. Offer your unit color guard to support athletic events, school assemblies, etc.

(4) School public address system. Use this system to announce squadron meetings and informational briefings about cadet events conducted on school property.

(5) Recruiting materials. Obtain informational brochures about the cadet program from National Headquarters CAP/PAI and give them to prospective cadets.

(6) Informational briefings supplemented by a videotape. Arrange a meeting at school to brief prospective cadets. On the day of the meeting, encourage your CAP cadets to wear their uniforms to school and attend the meeting. VHS videos are available from National Headquarters to supplement your briefing. The CAP Orientation Course video is approximately 38 minutes in length; explains the history, mission, and organization of CAP; and gives an overview of the cadet program. It's sold through the CAP Bookstore for \$15. "Always Vigilant" is an 8-minute motivational tape explaining CAP's mission and is available free of charge from National Headquarters CAP/PAI.

3. Sponsorship. It is important to get off to a good start with a prospective cadet. A crucial aspect is the assignment of a qualified, experienced cadet to be a mentor for the newcomer. This may or may not be the "peer" who encouraged the prospective cadet to join. Sometimes the cadet who recruits the newcomer is also a newcomer so be sure to appoint an experienced, motivated cadet sponsor. This sponsor should participate with the recruit during the motivational phase (explained below). It's important to brief the sponsor that any form of hazing or initiation is strictly prohibited. Because the motivational phase is conducted over a relatively short period of time (four weeks), the tight schedule may burden the transportation resources of the prospective cadet's family. Therefore, consider offering transportation to and from unit meetings.

4. Parental Involvement. Involvement of the cadet's parents in the early phases of your program is essential. Throughout the recruiting campaign and during the motivational phase, use every opportunity to keep parents informed and involved. Because parental involvement is extremely important during the first meeting of the motivational phase, the prospective cadet should be escorted by a parent or guardian. Brief the parents up front on their involvement and responsibilities. Be sure to cover attendance and costs.

5. The Motivational Phase. Outlined below is a suggested schedule for four consecutive weekly meetings. Each meeting should last approximately three hours and must be well planned and staffed by the most capable senior members and cadets in your unit. The length of the meetings can vary to meet your circumstances but should not be so long as to discourage the newcomer. During the motivational phase, prospective cadets are not required to meet uniform or grooming standards. Also, we suggest that you postpone acceptance of membership applications and dues until meeting four. This permits prospective members to "try it before they buy it" and ultimately results in better cadet retention and parental goodwill should prospective cadets decide not to join. An effective way to fully use the four-week motivational phase is to incorporate it into a quarterly schedule so parents and prospective cadets can see what the following two months will offer and require. This quarterly plan is a must for sound management.

a. Meeting 1:

(1) Prepare a roster of cadets to include name, address, telephone number, social security number, and date of birth. Provide this information to pertinent staff members for future reference.

(2) Prepare name tags to aid in prospective cadet identification.

(3) Provide each cadet with a written schedule of events and study requirements. (NOTE: Some units use the motivational phase to prepare cadets to take the Curry Award exam soon after meeting #4. If you intend to do this, provide appropriate study materials.)

(4) Provide prospective cadets and parents a letter explaining the motivational phase, attendance requirements, cost of membership, upcoming special activities, flight orientation program, encampments, uniforms, cadet protection policy, and other items of interest.

(5) Brief newcomers and parents on the CAP cadet program and give them a very brief overview of aerospace education, emergency services, and moral leadership.

(6) Show the film "Always Vigilant" and answer any questions concerning CAP's history, mission, and organization.

b. Meeting 2:

(1) If applicable, tell prospective cadets that much of the motivational phase is aimed at helping them complete their first major milestone in the cadet program, the Curry Award. Brief the requirements for the Curry Award to include academic and athletic requirements and moral leadership participation.

(2) Time permitting, begin introducing prospective cadets to basic drill movements.

(3) Continue the introduction to drill maneuvers for approximately one hour. Because drill maneuvers are sometimes difficult to perform, be patient.

(4) Spend approximately one hour on the history of the CAP uniform and how it is properly worn. Place special emphasis on insignia and demonstrate proper placement on the uniform.

(5) Explain and demonstrate male and female grooming standards.

(6) Close the meeting with physical activity such as running, volleyball, softball, etc.

c. Meeting 3:

(1) Provide in-depth instruction on CAP's three mission areas which were briefly covered during meeting one.

(2) Review the rank structure of CAP cadets and senior members, their corresponding insignia, and appropriate means of address.

(3) Instruct recruits about CAP customs and courtesies such as saluting, honors to the national anthem or color guard, reveille, retreat, reporting procedures, etc.

(4) Practice drill maneuvers to include the process involved in an open ranks inspection; review drill maneuvers taught in previous meetings, and add new maneuvers as appropriate.

(5) Since Meeting 4 ends the motivational phase and involves ceremonial activities (administering the cadet oath and formal application for CAP membership), ask recruits to invite their parents to attend.

(6) Instruct the cadets about the purpose and content of CAP's moral leadership program. The unit chaplain should conduct this session.

(7) End the meeting with a physical fitness activity.

d. Meeting 4:

(1) Welcome recruits and parents and briefly review accomplishments during the motivational phase.

(2) Review CAP's three mission areas of Emergency Services, Aerospace Education, and the Cadet Program (nationally and locally).

(3) For parental observation, perform drill maneuvers learned thus far.

(4) Quiz prospective cadets on their knowledge of the history, mission, and organization of CAP, chain of command, rank structure, insignia, and proper wear of the uniform.

(5) Practice honors to the flag.

(6) Conduct swearing-in ceremony and administer the cadet oath:

(7) I pledge that I will serve faithfully in the Civil Air Patrol cadet program, and that I will attend meetings regularly, participate actively in unit activities, obey my officers, wear my uniform properly, and advance my education and training rapidly to prepare myself to be of service to my community, state, and nation.

(8) Complete CAP Form 15, Application For Cadet Membership in Civil Air Patrol, and accept membership dues (no cash) for forwarding to National Headquarters CAP/MSPM.

(9) End the meeting with an informal social gathering.

e. Meeting 5 (optional):

(1) Arrange a cadet activity such as an encampment, flight orientation, visit to a military/aviation facility, or similar activity. We have found that an encampment or orientation flight soon after joining does, in fact, increase cadet retention, so make this a priority.

(2) We welcome suggestions for improvement. Send your ideas on recruiting and retention to us at:

National Headquarters CAP/PAI
105 S. Hansell St., Bldg. 714
Maxwell AFB AL 36112-6332

Thank you and good luck on your cadet recruiting campaign.